

**EXCLUSIVE BOOK EXCERPT!**

# **MADVERTISING**

**A MAD Look  
at 50 years of  
MADison  
Avenue**

Enjoy this  
sneak peek  
of the brand  
new book,  
**MADvertising –  
ON SALE  
NOW!**

This 224-page  
book features  
hundreds of ad  
parodies (half  
of them in full  
color!) from  
MAD's 53-year  
history, as well  
as explanations  
of how MAD's  
parodies are  
written, the  
story of real  
ads in MAD  
and Alfred E.  
Neuman's  
history!

So what are  
you doing still  
reading this!!?

**By David Shayne**



Look for the book at your local or online bookseller, or  
call Watson-Guptill (who exercised similarly poor judgment  
in printing *MAD: Cover To Cover*, *Spy Vs. Spy: The  
Complete Casebook* and *MAD Art*) at 1-800-278-8477!

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# I JUST PUT A GAS STATION ATTENDANT IN MY TANK!



## MAINLY BECAUSE I GOT SICK AND TIRED OF BEING EXPLOITED!

- 1 First there was that whole Tiger on all three boxes of Super Frosty Flakes—used by Kellogg's
- 2 Then came those ads for those Tiger jaw bars on Pepsodent GTO Tires to sell you U.S. Royals
- 3 Then there's that ridiculous broad lying all over the Tiger skin on TV for 'TOP BRASS'
- 4 And finally there's this stupid idea of putting a Tiger in your car's tank by using HUMBLE ESSO

WELL, THAT'S THE LAST STRAW! HONESTLY, I'M JUST FED UP WITH MADISON AGENCY'S PREOCCUPATION WITH TIGERS! NOW, MAYBE THEY'LL THINK TWICE BEFORE THEY COME OUT WITH ANOTHER ADVERTISING CAMPAIGN FEATURING ME!

All right, the fact is, even though he had a reputation around the *MAD* offices for his supposed temper, everyone knew that deep down Lenny "The Beard" Brenner was a lovable bear of a man, which made his cherubic face perfect for this Kellogg's spoof.

MAD #96

July 1965

Photographer: Irving Schild

Writer: House

MAD #92

January 1965

Artist: Bob Clarke

Writer: House

Artist Bob Jones was one of many *MAD* artists who also worked in advertising. In fact, he created the original illustration for the Exxon tiger that is spoofed in the ad you see here. Only, in the *MAD* parody the tiger was illustrated by a different Bob—Bob Clarke, who was also one of many *MAD* artists who came to the magazine with a background in advertising.

Got that?

By the way, you may be wondering why the editors didn't just ask Jones to draw the character he had created. According to Nick Meglin, they had two fears: 1) Jones might lose his Exxon account if the company found out their own illustrator was spoofing their character; and 2) *MAD* might get sued if they used the actual Exxon artist for their spoof.

Let's

# Kill off

## RIDICULOUS AD CAMPAIGNS

Before Our Minds Go SNAP! CRACKLE & OOM-PAH-POP!

If you advertisers have to blow your own horns, why tie your products to unrelated activities? Mainly, what's eating a Breakfast Cereal got to do with playing a musical instrument. Boy... we just can't swallow that!

\*Nuts to you each morning\*



# MADVERTISING

# MADVERTISING

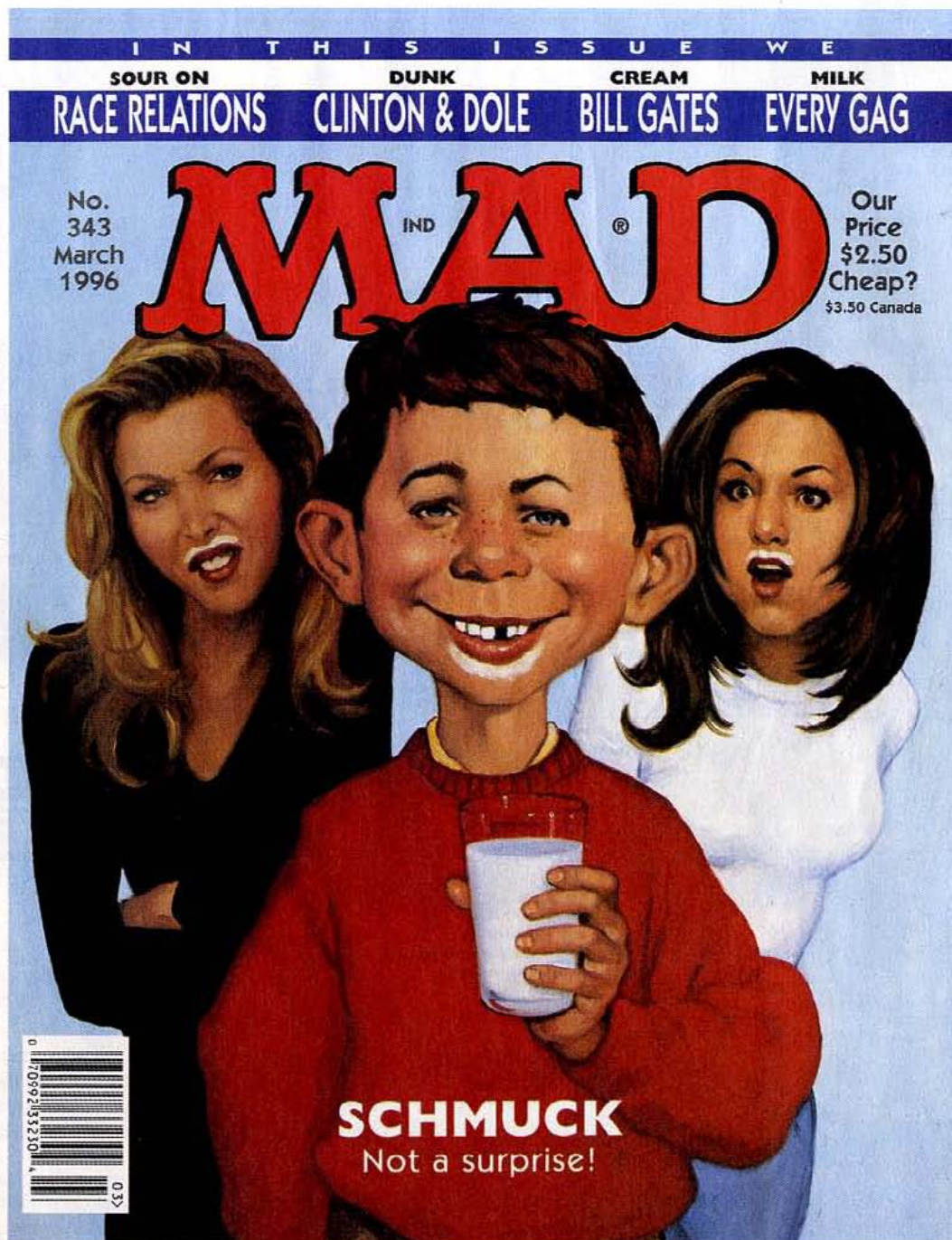


MAD #343

March 1996

Artist: Richard Williams

Writer: House



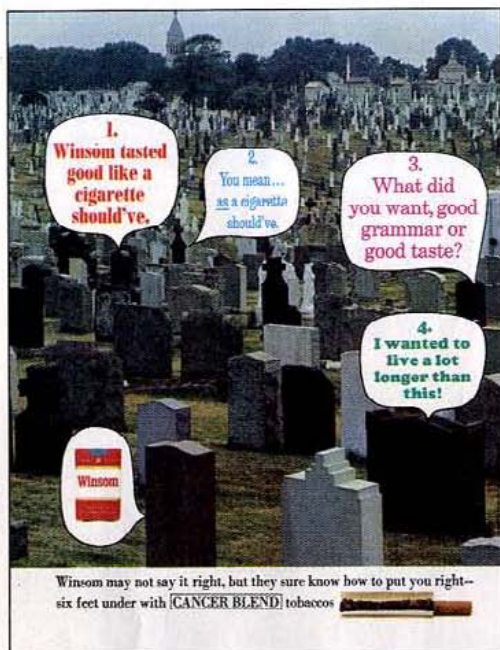
Bozell Worldwide, the agency behind the "Got Milk" and "Milk—What a Surprise!" campaigns, claims that its ads helped reverse a thirty-year downward trend in milk sales. We have no idea if that's true, but the ads have stuck around long enough to give *MAD* several opportunities to poke fun at them.

Apparently no one at Bozell or the Fluid Processing Board was too upset—when they collected the Milk ads into a book a few years ago, they included this *MAD* cover featuring Alfred with *Friends* stars Jennifer Aniston and Lisa Kudrow.

**MADVERTISING**

**MADVERTISING**





MAD #89

September 1964

Photographer: Irving Schild

Writer: House

## Cigarette People:

They like their jobs, but none of them smoke. (They just want you to!)



Doc Kent "Lucky" Kent is a Tobacco Promoter in Virginia



William Tompkins is President of a Tobacco Company in North Carolina



Frank Hall is a Cigarette Business Executive on Madison Avenue



Edith Morris is a Cigarette Wholesale Distributor in Illinois

These people depend on cigarette-smoking for their livelihoods, and all those cancer reports haven't made their lives any easier. Although they've kicked the smoking habit themselves, they wouldn't dare tell you to try. They want you to keep doing as they say, not as they do. Then, they'll be *satisfied*!

**CIGARETTE FINKS** say "Smoke! Smoke—till you have no Chest to feel!"

MAD #103

June 1966

Photographer: Irving Schild

Writer: House



If ever you're on the outskirts of Laredo,  
Or any such town like that here in the West,  
You'll see all the places we've planted young cowboys  
Who died from those cigarette slugs in the chest!

Photography by Irving Schild

## Famous Marble-Row Funereal Black

WE HANDLE EVERYTHING  
from headstones to our  
famous "flip-top box"



Send for this free catalogue today!

MAD #107

December 1966

Photographer: Irving Schild

Writer: House

Aside from his talents as a photographer, Irving Schild excels at stretching a dollar. As he explains it, "[former editor] Al Feldstein would direct these shoots like they were a \$10,000 national campaign." Problem is, *MAD*'s budgets are nowhere near \$10,000 for a photo shoot, which means Irving often finds himself coming up with creative ways to save a buck.

In the case of this Marlboro cigarette spoof, renting a horse would have been prohibitively expensive, since a stable would expect a pricey modeling fee. So Irving went out to Long Island with his camera and the fake grave he had built, and constructed his scene along a bridle path. He then walked to a nearby stable, rented a horse, and rode it over to his set-up. He removed his boots, placed them in the scene, and shot the photo.

Problem was, as soon as he was done the horse ran off, and a bootless Irving found himself chasing it down through the field.

In the end, he got his horse . . . and the shot.



CAN LEAD TO ABSOLUT LIVER DAMAGE • ABSOLUT HANGOVERS • ABSOLUT STOMACH ULCERS • ABSOLUT SLURRED SPEECH • ABSOLUT STAGGERING • ABSOLUT PASSING OUT • ABSOLUT SLEEPING IN PUBLIC TOILETS • ABSOLUT DRIVING ACCIDENTS • ABSOLUT JOB LOSS • ABSOLUT MARRIAGE BREAK UP • ABSOLUT MENTAL PROBLEMS • ABSOLUT BLOODSHOT EYES • ABSOLUT ORGAN DEGENERATION • ABSOLUT BARFING • ABSOLUT BOORISHNESS • ABSOLUT DOUBLE VISION • ABSOLUT PLASTERED LOOK • ABSOLUT FALLING OFF BAR STOOLS • ABSOLUT SKID ROW • ABSOLUT PUKING • ABSOLUT DISORIENTATION • ABSOLUT SWAYING • ABSOLUT SOILED UNDERGARMENTS • ABSOLUT LOSS OF FRIENDS • ABSOLUT PUBLIC EMBARRASSMENT • ABSOLUT HEAVING • ABSOLUT WIFE ABUSE • ABSOLUT CHILD ABUSE • ABSOLUT PARENT ABUSE • ABSOLUT SELF ABUSE • ABSOLUT PROJECTILE VOMITING • ABSOLUT KEYHOLE LOCATION PROBLEMS • ABSOLUT INCONTINENCE • ABSOLUT SLOSHED LOOK • ABSOLUT ANTISOCIAL BEHAVIOR • ABSOLUT IMPOTENCE • ABSOLUT SUICIDE • ABSOLUT LIP CHUCKING • ABSOLUT HAIRY TONGUE SENSATION • ABSOLUT CHIN DRIBBLES • ABSOLUT BLADDER CONTROL LOSS • ABSOLUT REPETITIVENESS • ABSOLUT REPETITIVENESS • ABSOLUT REPETITIVENESS • ABSOLUT VARICOSE NOSE • ABSOLUT FORGETTING TO EAT • ABSOLUT SHAKES • ABSOLUT DRIZZLING • ABSOLUT FALLING DOWN STAIRS • ABSOLUT WAKING UP IN STRANGE CITIES • ABSOLUT OFFENSIVE ODORS • ABSOLUT OBSCENE GESTURES • ABSOLUT RUDE NOISES • ABSOLUT UNBELIEVABLY STUPID EXCUSES FOR EVERYTHING • ABSOLUT PSYCHOSIS • ABSOLUT BETTY FORD CLINIC VISITS • ABSOLUT DWI CONVICTIONS • ABSOLUT AA MEETINGS • ABSOLUT DELIRIUM TREMENS • ABSOLUT HUGE BAR TABS • ABSOLUT LYING • ABSOLUT SELF DESTRUCTIVENESS • ABSOLUT UNCONTROLLABLE TREMBLING • ABSOLUT OPEN FLY • ABSOLUT MALNUTRITION • ABSOLUT LAUNDICE • ABSOLUT PORGETFULNESS • ABSOLUT CIGARETTE BURNS ON FINGERS • ABSOLUT CIGARETTE BURNS ON MATTRESS • ABSOLUT COLD SLAB IN THROAT • ABSOLUT SLOVENLINESS • ABSOLUT POINTLESS BABBLING • ABSOLUT UNEMPLOYMENT • ABSOLUT SOLID LOOK • ABSOLUT PINK ELEPHANT VISIONS • ABSOLUT ELBOW IN FOOD PLATE • ABSOLUT DIVORCE • ABSOLUT DRUNK TANK OCCUPANCY • ABSOLUT POLLUTED LOOK • ABSOLUT RECYCLING FACIAL EXPRESSIONS • ABSOLUT DISTURBING PERSONAL HABITS • ABSOLUT SOCIAL OSTRACISM • ABSOLUT SMITHERS CLINIC INCARCERATION • ABSOLUT LIVER TRANSPLANT • ABSOLUT MADNESS • ABSOLUT ULCERS • ABSOLUT FAMILY BREAKUPS • ABSOLUT TEARFUL STORIES • ABSOLUT MULTICOLORED SNAKE SIGHTINGS • ABSOLUT MIND ROT • ABSOLUT HIGH AS A KITE LOOK • ABSOLUT BOWEL BLINDERS • ABSOLUT TRIPPING UP STAIRS • ABSOLUT BULGING EYEBALLS • ABSOLUT OFFENSIVE LANGUAGE • ABSOLUT PITIFUL ADDICTION • ABSOLUT CONVERSATIONAL GIBBERISH • ABSOLUT INAPPROPRIATE FLATULENCE • ABSOLUT CAREER RUINATION • ABSOLUT BLOTTO • ABSOLUT DIPS OMAMA • ABSOLUT PUBLIC INTOXICATION • ABSOLUT BOTTLE NOSE • ABSOLUT LURCHING DOWN THE STREET • ABSOLUT FACE FALLING INTO SOUP PLATE • ABSOLUT POLLUTED LOOK • ABSOLUT COCKEYES • ABSOLUT PIE-EYED LOOK • ABSOLUT REELING • ABSOLUT STINKO LOOK • ABSOLUT STUPID AD CAMPAIGN

# ABSOLUT TRUTH.

For nearly a quarter of a century, Absolut has been using the shape of its bottle to create a series of visual puns that have become so popular, they've even spawned web sites devoted to collecting them.

MAD has visited the Absolut campaign several times, both to comment on the dangers of drinking and to use the ads as a vehicle to mock current events. And, in the case of "Absolut America West" (inspired by a news report that two of the airline's pilots were busted for drinking on the job), to do both at the same time.







## MAD's Great Moments In Advertising

THE  
DAY  
THEY  
FORGOT  
TO  
PUT  
THE  
TOP  
DOWN  
FOR  
THE  
HERTZ  
COMMERCIAL

Photography by Irving "Axi" Schild



"Let Hertz put you in the driver's seat" was the slogan of the car rental company's TV campaign, which featured drivers literally dropping down from the sky into a moving convertible.

Amazingly, photographer Irving Schild convinced a Manhattan Hertz location to let him shoot their storefront for a *MAD* back cover making fun of their ads. Even more amazingly, the rental agency also let him cut a hole in the roof of one of their cars. And most amazingly, Irving didn't pay a dime for the damage he caused, although he did have to pay a \$50 modeling fee since the car was going to appear in a national magazine.

By the way, the woman with the shocked look was an actual Hertz employee. Perhaps she was gasping at the enormous stupidity of her bosses.